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WHITE PAPER

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# Fortune 500 Design Tips: Use Them And Beat Your Competition

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Five Tips From Fortune 500s Who Know  
That The Best Design WINS!

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## Look Like A Fortune 500 Company!

One thing all Fortune 500 companies have in common is the millions of dollars they spend on marketing, positioning and building their brand. They know that telling their "story" and investing in building a recognizable brand was the single most important investment they made which allowed them to grow into this elite group.

If you are like most **NEBS** customers (businesses with 1-20 employees) you certainly don't have a Fortune 500 budget but you also know that you cannot afford to look like a small business.

Here are some Fortune 500 Company brand marketing tips that will help you "Look Big".

### **Colour Sells**

Fortune 500s would rarely ever send out any information to their customers that wasn't printed in colour. They know that colour sells, colour sticks with the customer longer and colour gets noticed. But not laser or inkjet "home-made" colour. If you do this you have a very big chance that you are telling your potential client that you are too small for the job.

Important marketing pieces need to be pre-printed. It doesn't cost as much as you think...in these days of digital colour presses **NEBS** can print as few as 250 full colour brochures for not much more than the price of a new inkjet cartridge.

### **Use Professional Design**

"Home-made" doesn't work. You cannot leave something as important as your brand and market positioning in the hands of amateurs. Professional design doesn't cost as much as you think. There are good graphic designers in every community who can help you with your work or you can talk to us at **NEBS** and work with Canada's largest Design Team.

### **Make Your Brand Famous**

In your community, in your line of business and everywhere you sell, you can work toward making your logo well known and part of your brand story. After a professional design or a professional upgrade if your logo is growing tired, you need to consistently capitalize on every opportunity to build your brand. In newspapers, on the internet, on your store sign, on trade show booths, on give-aways like pens or mugs, there are hundreds of opportunities every day to build your brand.



## **Always Be Consistent**

Fortune 500s never, ever, let anyone mess with their brand. They write a set of rules on how the brand must look, what colours must be used, how it will look when only one colour can be used, how it will look on the web-site and then they stick to it.

With your brand, you and all of your staff must know the rules and stick to them. Remember it's not just the logo alone. Ensure that the brand positioning, the brand story and the tone you want to set are always consistent.

## **Become your Brand Steward**

Fortune 500s always have a senior level position responsible for managing their brand name(s). At your company you must become the Brand Steward and take on the role of ensuring that everything that is printed, said, written or published is consistent with your brand story, the tone you want to set and the brand rules you have established. If you take this role seriously, you will ensure that your target market will begin to understand what you are trying to tell them.

## **Small Businesses Who Act BIG are More Likely to Survive**

Survival rate of new businesses in Canada?  
**Four out of five businesses do not survive to their 10th anniversary.**  
- *Statistics Canada*

It's not hard to quickly improve your brand identity on even a limited budget. **NEBS** helps over 200,000 businesses with their branding and every day we see that the most successful companies, those who have been around more than 10 years, have a great handle on how to look and act bigger.Δ